

Message Text

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SUBJECT: RECOMMENDATIONS TO THE NATIONAL EXPORT POLICY TASK
FORCE

REF: STATE 956730

1. MISSION OFFERS FOLLOWING THOUGHTS FOR CONSIDERATION BY
TASK FORCE.

2. OUR INITIAL REACTION IS THAT THE TASK FORCE ON NATIONAL
EXPORT POLICY NEEDS NO MORE "NEW" IDEAS. RATHER IT SHOULD
FOCUS ON FINE-TUNING IDEAS WHICH HAVE EMERGED FROM COUNTLESS
STUDIES IN THIS AREA OVER THE YEARS. MORE IMPORTANT THAN
THE TECHNIQUES, IS THE COMMITMENT BY THE PRESIDENT TO
IMPLEMENT A NATIONAL EXPORT PROMOTION POLICY.

3. OF CRUCIAL IMPORTANCE IS THE ATTITUDE OF U.S. BUSINESS
TOWARD THE VALUE, IMPORTANCE AND PROFITABILITY OF EXPORTING.
ABOUT 1 PERCENT OF U.S. COMPANIES CURRENTLY ACCOUNT FOR
ABOUT 85 PERCENT OF ALL U.S. EXPORTS. THIS WIDESPREAD
DISINTEREST TOWARD EXPORTING MUST BE CHANGED. PERCEPTION
MODIFICATION IS A DIFFICULT TASK, BUT A CRUCIAL ONE IN
THIS CONTEXT. IF THE U.S. IS TO EXPORT MORE, IT MUST
CREATE AN EXPORT AWARENESS IN THE U.S. BUSINESS AND
INDUSTRIAL COMMUNITY. MORE EMPHASIS AND RESOURCES SHOULD
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BE DEVOTED TO THIS GOAL, PRIMARILY IN USDOC, BUT IN OTHER
AGENCIES AS WELL.

4. WE SHOULD PROVIDE MORE COMMERCIAL TRAINING TO PERSONNEL
ASSIGNED TO U.S. MISSIONS ABROAD. JUNIOR OFFICERS NEED
MORE THAN A WEEK'S ORIENTATION IN USDOC BEFORE BEING SENT
OVERSEAS TO OPERATE AND SERVICE USDOC PROGRAMS. MID-LEVEL

OFFICERS ALSO NEED MORE TRAINING. PERHAPS THE DEPARTMENT'S RECRUITMENT FOCUS COULD BE DEVERTED FOR A PERIOD TOWARD THE APPLICANT WITH STRONG COMMERCIAL EXPERIENCE OR INTERESTS. LENGTHENING THE TOURS OF DUTY OF COMMERCIAL OFFICERS SHOULD ALSO BE CONSIDERED, PARTICULARLY AS A MEANS OF ENHANCING EXPERTISE AT KEY COMMERCIAL POSTS.

5. THIS POST VIEWS THE TRADE OPPORTUNITIES PROGRAM AS ONE OF ITS MAJOR EXPORT PROMOTIONAL TOOLS, BUT THE GOOD INTENTIONS OF THE PROGRAM ARE OFTEN NOT MATCHED BY THE RESULTS. MORE U.S. FIRMS, COVERING A WIDER RANGE OF PRODUCT LINES, NEED TO BE ENLISTED IN THE PROGRAM. AS WE UNDERSTAND IT, MORE U.S. FIRMS ARE CURRENTLY DROPPING OUT OF THE PROGRAM THAN ARE BEING ADDED. IF THE SIC SYSTEM OF CLASSIFICATION HAS PROVEN TO BE LESS THAN SATISFACTORY, WE SHOULD DEVELOP A DIFFERENT SYSTEM ON A PRIORITY BASIS. THE PROGRAM IS BASICALLY SOUND, AND THE IMPROVEMENTS RECOMMENDED SHOULD ENHANCE ITS EFFECTIVENESS.

6. NEW ATTENTION CAN BE GIVEN TO THE EFFECTIVENESS OF COMMERCIAL LIBRARIES. IN RECENTLY RELOCATING THE COMMERCIAL UNIT IN THIS EMBASSY, WE TOOK A NEW LOOK AT THE CONTENTS OF OUR COMMERCIAL LIBRARY. WE FOUND MANY USEFUL MATERIALS WERE MISSING. ADDING THOSE BOOKS AND PERIODICALS TO THE LIBRARY HAS MADE IT MORE USEFUL AND ATTRACTIVE FOR VISITORS. A SIMILAR EXERCISE AT OTHER POSTS COULD BE ENCOURAGED
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WITH A BASIC LIST OF USEFUL MATERIALS FUNISHED BY WASHINGTON TO MATCH AGAINST CURRENT EMBASSY HOLDINGS. POSTS SHOULD ALSO PERIODICALLY RESTUDY THE LOCATION OF THE COMMERCIAL LIBRARY, WHETHER IT SHOULD BE IN OR OUTSIDE THE EMBASSY, WITH A VIEW TO SEEKING THE OPTIMUM LOCATION.

7. FINALLY, THE TASK FORCE SHOULD DISCUSS THE ADVISABILITY OF PROVIDING SOME SUBSIDY TO PARTICIPANTS IN THE FOREIGN BUYER PROGRAM TO STIMULATE ATTENDANCE AT U.S. TRADE SHOWS. BEING ALERT TO TAKING ADVANTAGE OF POTENTIAL FOREIGN PURCHASERS (CHAMBER LEADERS, PURCHASING AGENTS, ETC.) WHO PARTICIPATE IN THE INTERNATIONAL VISITOR PROGRAM AND OTHER USG PROGRAMS THAT BRING FOREIGN VISITORS TO THE STATES CAN ALSO PAY DIVIDENDS.
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